

Travel Plans

New Business Opportunities for Public Transport Operators



ENERGY EFFICIENCY

BEST PRACTICE
PROGRAMME

ABOUT THIS GUIDE

The purpose of this Guide is to make you aware of the wide range of new business opportunities available to you as a result of other organisations introducing travel plans.

It will also show how your marketing staff can get closely involved and if necessary take the lead in introducing new initiatives to support the implementation of travel plans. By working in partnership with organisations wishing to encourage a greater use of public transport to and from their site, much can be done together to increase your patronage levels.

This is one of a series of Guides published by the Energy Efficiency Best Practice Programme for commercial organisations who are likely to get involved in developing their services or products through travel plans.

This Guide is relevant to all operators of public transport, including:

- operators of local bus services;
- operators of commuter coach and other express services;
- operators of special services such as park and ride;
- train operating companies;
- publishers of public transport information;
- taxi and private hire car operators.



WHAT IS A TRAVEL PLAN?

A travel plan is a package of measures aimed at bringing transport and other business issues together into a co-ordinated strategy, with an emphasis on reducing reliance on single-occupancy car travel. Many organisations, including large employers, colleges, universities and hospitals, are introducing travel plans to encourage their staff, students or visitors to travel other than by private car, thus reducing congestion, pollution and the demand for parking space. Many travel plans are already being implemented but the next few years will see the rate of introduction of new plans quicken, bringing a wide range of opportunities for many businesses.

Travel plans are principally designed to increase choice and reduce reliance on the car. They are also implemented to assist in managing the transport needs of an organisation. They are being introduced predominantly for journeys to or from work or for journeys made during the course of the working day. They involve the introduction of incentives for people to change their mode of travel, such as through discounts or interest free loans for alternative transport modes, sometimes coupled with restrictions on the use of private cars, or increases in the cost of using cars – essentially a “carrot and stick” approach.

There are other guides which give further information about travel plans and their benefits. See Annex A for details.

Public transport operators can play a key role in travel plans, for example, through the introduction of better services, discounted multi-journey travel tickets or personal timetables, and could work pro-actively with travel plan organisers to market their services. Travel plans also offer an opportunity for public transport operators to promote their services in new markets.

Local bus operators in Swansea offer employees of the DVLA an 8% discount on all travel tickets for a week or longer.



PUBLIC TRANSPORT INITIATIVES IN TRAVEL PLANS

There are already many good examples of operator-led or partnership initiatives that have been established. The following examples indicate the wide range of initiatives:

- improved marketing of existing services through public transport displays in the workplace, personalised timetables for individuals, and timetables on company intranets or the internet;
- site specific bus services or additional stops or detours to existing routes to encompass the site;
- altering service times and frequency to match the needs of employees;
- financial incentives from employers, for example, season ticket loans to use public transport services;
- season tickets and “club cards” offering reduced fares, network access and related promotions;
- “get you home” transport guarantees from employers – often by arrangement with taxi operators – should work requirements change at short notice;
- for trips made as part of the working day, use of discounted “call off” taxi services for short distance trips;
- issue of special day-rate tickets for public transport use within the working day.

WHY IS THIS RELEVANT TO THE PUBLIC TRANSPORT SECTOR?

The Government sees the public transport sector as key to achieving its aims for local transport. Many bus and train companies have already started making improvements to the services and products they offer and examples are included elsewhere in this Guide.

Travel plans are part of the wider transport planning process and involve a package of initiatives. This can include public transport, usually in partnership with local authorities and employers, to encourage more individuals to leave their car at home or at the workplace, where reliable and high quality alternatives are a viable option.

Public transport is a key alternative mode in almost all travel plans. The new transport agenda presents the sector with the opportunity to open up new markets, supported by Government policy and assisted by partners in the local authority and commercial sectors.

The Government made a number of tax changes in 1999 to signal support for travel plan measures, including making the following commuting benefits provided by employers exempt from tax:

- work's buses with 12 or more seats which are used to bring employees to and from work;
- general subsidies to public bus services used by employees to travel to work, provided the employees pay the same fare as other members of the public;
- alternative transport (usually taxis) to get car sharers home in exceptional circumstances such as domestic emergencies, working late, etc.

Improving access to workplaces and offering a range of tickets to meet the requirements of the individual commuter, whether for a one day a week journey to work, regular journeys, or the business trip to or from meetings with clients, is just one way public transport operators can start implementing initiatives to assist with travel plans. In many cases, providing personalised public transport information via the workplace is enough to give

them the encouragement to try public transport. The amount of extra business that can be generated from travel plan support will increase rapidly over the coming years as the changes in central and local government policies and organisational attitudes become more widespread. However, now is the time to start getting involved with local partners – major employers, the local authorities, other public transport providers – and to begin to develop your marketing strategy.

Many local authorities and employers are already promoting alternatives to the car, and many new employment and leisure developments are now required to introduce travel plans. Getting involved at the outset will generate significant new business.

Travel West Midlands has become an affiliated company to Birmingham City Council's "Company TravelWise in Birmingham" travel plan. This travel plan acts as an "umbrella" scheme providing guidance and a background for any organisation in Birmingham to use in developing their own travel plan.

As a travel plan service provider, Travel West Midlands offers:

- reduced price annual travel passes to any employee of a company signing up to the travel plan;
- a half-price travel pass to employees who change their travel arrangements, from car driver to public transport user;
- free bus information at the employer's sites, updated and kept fully stocked by TWM;
- sponsored noticeboards, for travel information/other offers available from all suppliers in the scheme;
- free presentations on how to use a bus and about the bus services in the local area for each employer.



REWARDS FOR YOU AS A SUPPLIER OF TRAVEL PLAN SERVICES

Operators have, in recent years, become involved both directly and indirectly with organisations implementing travel plans. For example, in the West Midlands, local bus operator Travel West Midlands has worked closely with Centro (West Midlands Passenger Transport Executive) and Birmingham City Council to develop and market incentives to encourage car drivers onto their bus services through the “Company TravelWise in Birmingham” initiative.

It is not only bus operators who are starting to exploit these new opportunities; Central Trains works closely with individual businesses providing discounts for employees on selected routes to their workplace.

Your business could gain financially if you were able to provide goods or services to organisations implementing travel plans. Remember, many of these organisations will have limited knowledge of the business environment in which you operate and would welcome your inputs and ideas. Participating in travel plans can undoubtedly bring you immediate returns, and there are medium and longer term benefits in establishing close links with organisations, travel clubs and workplace and local authority travel plan co-ordinators.

Further information about how organisations implement travel plans and the range of initiatives that can be included is available from publications in Annex A. The ideas mentioned are not exhaustive – indeed many of the best individual local initiatives emerge from close liaison between creative partnerships of suppliers and scheme co-ordinators. The benefits your organisation may experience include:

- increased patronage;
- targeted publicity;
- new business opportunities;
- higher local profile.

Being realistic, not everyone is going to leave their car at home just because you go into an organisation one day and tell its employees that from tomorrow you will be providing an improved rail or bus service and offering them a discount on monthly or annual passes. Any change in attitude will take time. There will be some immediate gains for your business, but the real growth will follow a longer-term commitment to marketing and assisting travel plan organisers.

The method for encouraging employees onto your services will be the critical issue. New employees offer an ideal opportunity for marketing your products. They can be informed about alternatives to the car, before regular travel habits to their workplace are established. Marketing your product, providing high quality vehicles, high frequency services and accurate information will play a crucial role in the success of your business initiatives supporting travel plans.



As part of the Worcester Royal Infirmary Healthy Transport Plan, local bus operator First Midland Red has offered the hospital Trust an additional 20% discount from its already discounted “Citycard” travel card prices. This discount is available to staff when buying season tickets from the hospital travel co-ordinator or other approved agents.

OPPORTUNITIES FOR INVOLVEMENT

Bus and train operators need to work together to provide an integrated and through ticketing opportunity for individual commuters and for routine or ad hoc business trips. Not all businesses have good public transport facilities on their doorstep. Organisations implementing travel plans will have limited knowledge about your services and products. They need to be informed by you.

Organisations located off existing routes often know very little about public transport and many individual employees often hold preconceived views about the quality and reliability of services. Initiating discussions with the management of these organisations will allow you to inform them about the range of services you offer. It will also enable you to gain information from the organisation about their transport requirements. Evaluating their needs may result in additional bus services on the network or a diversion of existing routes at times to fit with an organisation's operating hours.

Where premises are already well served by public transport, you may be able to provide more valuable advice and assistance by offering information or guidance on how to use public transport more effectively. People who have never used public transport before or who do not know the local services are likely to be more resistant to changing their existing travel habits. You could both assist employers and increase patronage and revenues on your services through a range of initiatives aimed at improving: your image, availability and access to information, ticketing options and service levels. The sections below highlight a number of possible initiatives.



MARKETING AND INFORMATION

- Offer a series of presentations about bus and rail services in the area and on how to get the best out of these services.
- Provide information packs including timetables, fare information and vouchers for employees, occupiers of new housing and new businesses.
- Provide promotional leaflets including easy to understand timetables and maps, indicating routes, stops and proximity to other modes which are kept up to date by yourselves and distributed effectively.
- Provide on-site service information through a dedicated phone line to a local or national enquiry service.
- Offer to provide individuals with a tailored travel plan from home to work, with service information and times, fares and location of stops.

TICKETING

- Negotiate with employers to sell bulk daily, weekly, monthly or annual tickets that they can then sell at a discount to their employees, or have a visiting ticket sales/renewal facility.

SERVICE LEVELS

- Work with employers to identify the possible levels of demand for your existing services and on how passenger numbers could be increased.
- Examine options for timetable alterations and re-rotating existing services to generate greater passenger numbers.
- Consider the quality of your service including your vehicles/rolling stock and waiting facilities and whether improvements in either would help to increase passenger numbers.

This list is not exhaustive. It is designed to get you thinking about what your organisation has to offer. Travel plans have to be tailored to meet the needs of each individual organisation and site, and new initiatives are needed constantly to help these organisations reduce car travel.

GETTING STARTED

To get more closely involved, possibly even take the lead in the process, contact the designated officer in your local authority, responsible for promoting travel plans, to discuss your ideas in more detail. A list of local authority contacts is provided in Annex B. Better still, many local authorities have set up travel plan panels or commuter planner clubs that meet regularly. Offer to attend panel meetings held in your area – even though the immediate benefits to your business may not be apparent.

There is no reason why you should not be proactive in getting initiatives going – schemes you set up are likely to become a strong element of travel plans at a later stage – you could, for example:

- Contact a senior staff member at the ten largest employers in your area offering to supply discounted travel tickets, double “bus club” points and site-specific or personalised timetables.
- Call a meeting of interested parties to get a travel plan or travel club established.
- Meet with other transport operators to consider joint promotions and improve the quality and convenience of the interchange experience.
- Identify or appoint an individual with responsibility for promoting your travel plan services and handling enquiries relating to travel plans. Ensure everyone within the organisation knows what their role is and is given a brief explanation about travel plans.
- Circulate this Guide to other employees in the organisation and ask for feedback.

- Contact the local authority where you wish to support travel plans (see Annex B) and ask about organisations who are implementing them.
- Use your internal communications systems – newsletters, notices – to update all staff on the progress of the business following the entry into the targeted business area.
- Develop standard marketing and promotional material to provide to organisations requiring better public transport, both to develop their travel plan and to implement it to employees.

Again, this list is not exhaustive. Initiatives have to be tailored to meet the needs of each individual organisation, site and area. New initiatives are needed constantly to help organisations developing travel plans come up with solutions that are going to have a significant and long-lasting impact on their employees’ travel behaviour. Through working together in partnership, you have a major opportunity to effect this change and to realise benefits both for yourself and for society.

British Nuclear Fuels Ltd has provided a dedicated bus service for its employees at its Springfields site near Preston. This has helped reduce the need for car parking spaces and has reduced traffic congestion around the site.



ANNEX A SOURCES OF INFORMATION

TRAVEL PLAN GUIDES

There are many guides available on how to implement a travel plan. The Government has recently published two guides which are free and give an excellent overview of the subject:

- **Preparing your organisation for transport in the future: The benefits of Green Transport Plans.**
- **A Travel Plan Resource Pack for Employers: an Essential Guide to developing, implementing and monitoring a travel management strategy for your organisation.**

Both of these are available free through the Environment and Energy Helpline on 0800 585794.

GENERAL ADVICE ON TRAVEL PLANS

Several organisations can offer general advice on setting up and running travel plans. The ones listed here may be able to help you directly, or may refer you to other local or more detailed sources depending on the nature of your enquiry.

Association for Commuter Transport (ACT)
Glenthorne House
Hammersmith Grove
London
W6 0LG

Tel: 020 8741 1516
Fax: 020 8741 5993
E-mail: mail@act-uk.com
<http://www.act-network.demon.co.uk>

An association for employers, and a source of advice and information on travel plans. Meetings are held regularly, to which all members are welcome. For advice or information about joining ACT, contact Andy Costain or Katherine Mitchell.

Environment and Energy Helpline
Tel: 0800 585794

The Environment and Energy Helpline can provide free, independent information and advice on travel plans.

Department of the Environment, Transport and the Regions (DETR)
Zone 1/22
Great Minster House
76 Marsham Street
London
SW1P 4DR

Contact: Helen Evans
Tel: 020 7944 4904
Fax: 020 7944 2167
E-mail: Helen_Evans@detr.gsi.gov.uk

The DETR is the Government Department responsible for transport and environmental policy. DETR can provide information on government policy in the area of travel plans.

- The DETR website also contains information on travel plans and can be viewed at <http://www.local-transport.detr.gov.uk/travelplans/index.htm>

The Government's White Paper on the Future of Transport "A New Deal for Transport" is available from:

The Stationary Office Publications Centre
PO Box 276
London
SW8 5DT
Tel Orders: 0870 600 5522

ANNEX B LOCAL AUTHORITY CONTACTS

The list below provides contacts within Local Authorities who have a responsibility for travel plans. This list was current at the time of preparation of the Guide, and will be updated from time to time reflecting the rapidly growing numbers of local authority staff being given a travel plan brief to manage.

NORTHERN ENGLAND

Greater Manchester Passenger Transport Authority

Fiona Hamilton 0161 234 3338

Blackpool Borough Council

Ian Thompson 01253 476181

Bolton M.B.C

Paul Feehily 01204 333333 ext. 6113

Bradford Metropolitan District Council

Martin Revill 01274 757420

Bury M.B.C

Tony Williams 0161 253 5273

t.williams@bury.gov.uk

Calderdale Council

David Holdstock 01422 392160

Cheshire County Council

Jamie Matthews 01244 603996

Cumbria County Council

Ken Blenchairn 01228 606739

Durham County Council

Hugh Stevenson 0191 383 3926

Kingston Upon Hull City Council

Graham Hall 01482 612024

Knowsley M.B.C

Michael Cairns 0151 443 2366

Lancashire County Council

Howerd Booth/Kathy Stacey 01772 263649

Leeds City Council

Jonathan Brown 0113 247 8914

Lincolnshire County Council

Andrew Thomas 01522 553153

Liverpool City Council

Steve Lindfield 0151 233 4304

Manchester City Council

Nigel Gilmore 0161 234 4063

Merseytravel

Sarah Dewar 0151 330 1296

North East Lincolnshire Council

Stephen Kempke 01472 324262

North Lincolnshire Council

Mike May 01724 297470

Northumberland County Council

Gordon Harrison 01670 533975

Oldham M.B.C

Joanne Betts 0161 911 4346

Peak District Nat. Park

Martin Smith 01629 816200

Rochdale M.B.C

Nick Clarke 01706 864371

Rotherham M.B.C

Joanne Vine 01709 822186

Salford M.B.C

Darren Findley 0161 793 3849

Stockport M.B.C

Paul Dandy 0161 474 4394

St Helens M.B.C

John Harrison 01744 456188

Sunderland City Council

Amelia Forrester 0191 553 1524

Tameside M.B.C

Carol Willgoose 0161 342 3920

Trafford M.B.C

Josie Wride 0161 912 4397

Wakefield City Council

James Stephenson 01924 206060

Warrington Borough Council

Mike Batheram 01925 442684

Wigan M.B.C

Barry King 01942 404234

Wirral M.B.C

Steve Whitehouse 0151 666 4005

York City Council

Daniel Johnson 01904 613161

Daniel.johnson@york.gov.uk

ANNEX B LOCAL AUTHORITY CONTACTS

CENTRAL ENGLAND

Birmingham City Council	
Mike Cooper	0121 303 7249
Mike.Cooper@birmingham.gov.uk	
Cambridge City Council	
Graham Hughes/David Parkin	01223 457177
Cambridgeshire County Council	
Wyn Hughes	01223 717500
Centro	
William Staniforth	0121 214 7079
Coventry City Council	
Jan Cook	024 7683 2041
Derby City Council	
Christine Durrant	01332 715037
Christine.durrant@derby.gov.uk	
Derbyshire County Council	
Steve Cannon	01629 580000 ext. 7148
Dudley M.B.C	
Don McDougal	01384 815433
Gloucestershire Country Council	
Paul Hardyman	01452 425557
Ipswich Borough Council	
John Jacobs	01473 262061
Leicester City Council	
Howard Thomas	0116 252 6563
Leicestershire County Council	
Dave Abbot	0116 265 7263 ext. 7178
Norfolk County Council	
David Cumming/Paul Holloway	01603 222733
Nottingham City Council	
Jennie Maybury/Jeremy Prince	0115 915 5218
Nottinghamshire County Council	
Steve Colvert	0115 977 4365
Oxford City Council	
Peter Man	01865 252167
Oxfordshire County Council	
Rachel Gover	01865 815496
Rutland County Council	
Ashley Holland	01572 758290
Sandwell M.B.C	
Alan Tilly	0121 569 4261
Shropshire County Council	
Martin Withington	01743 253131
Solihull M.B.C	
Kay Shilton	0121 704 6000

South Gloucestershire	
Lesley Organ	01454 863607
Staffordshire County Council	
Nick Lloyd/Sonia Atkins	01785 276610
Stoke-on-Trent City Council	
Austin Knott/John Nichol	01782 232635
Telford and Wrekin District Council	
Colin Knight	01952 202100
Walsall M.B.C	
Marie Newton	01922 652561
Warwickshire County Council	
Sally Silk	01926 413428
travelwise@dial.pipex.com	
Wolverhampton M.B.C	
Nick Kitchen/	01902 556556 ext. 5684
Lydia Barnstaple	
Worcestershire County Council	
Maggie Clark	01905 766809

SOUTH WEST ENGLAND

Aldershot, Rushmoor Borough Council	
Peter See	01252 398241
Bristol City Council	
Alistair Coxs	0117 903 6713
Cornwall County Council	
Joan Mallard	01209 820611
Devonshire County Council	
Leslie Smith/Simon Timms	01392 383246
Dorset County Council	
Jennifer Pritchard	01305 225085
Exeter City Council	
Nathan Davies/Ruth Sanders	01392 265178
Plymouth City Council	
Nigel Twinn	01752 772630
Poole Borough Council	
Kathy Saunders	01202 262051
Portsmouth City Council	
Marie Barbour/Paul Denyer	023 9283 4876
Somerset County Council	
Mark Thompson	01823 565455 ext. 8114
Southampton	
Valerie Smith	023 8083 3240
Swindon Borough Council	
Lorna Bell	01793 466449
Wiltshire County Council	
Andrew Stuck	01225 713388

ANNEX B LOCAL AUTHORITY CONTACTS

SOUTH EAST ENGLAND

Bedfordshire County Council
 Sue Birkett 01234 228208
 Bexley London Borough Council
 Frank Baxter 020 8303 7777 ext. 3663
 Bournemouth Borough Council
 John Satchwell 01202 454654
 Bracknell Forest Borough Council
 Kevin Tidy 01344 351170
 Brighton and Hove Council
 Andy Renaut 01273 292477
 Buckinghamshire County Council
 Stefan Dimic 01296 382834
 Ealing Borough Council, London
 Ashis Choudhury 020 8579 2424
 East Sussex County Council
 Eric Portchmouth/Simon Crew 01273 482309
 Essex County Council
 Nina Miller 01245 437120
 Hampshire County Council
 Heidi Hutton 01962 847732
 Hertfordshire County Council
 Lilian Goldberg 01992 556119
 Kent County Council
 Mick Sutch/David Joiner 01622 221612
 Luton Borough Council
 Alan Hill 01582 546308
 Milton Keynes Council
 Phil Caves 01908 252260
 Northamptonshire County Council
 Colin Wilkinson 01604 236710
 Peterborough City Council
 Richard Waters/James Sylvester 01733 453540
 Richard.waters@peterborough.gov.uk
 Richmond-on-Thames London
 Borough Council
 Elaine Wyatt 020 8891 7323
 Slough Borough Council
 Gary Sullivan/Barry Jiggins 01753 875645
 Southend-on-Sea Borough Council
 Paul Mathieson 01702 215321
 Suffolk County Council
 Mike Motteram 01473 583199
 mike.motteram@suffolkcc.gov.uk

Surrey County Council
 Matt Beale-Collins 020 8541 9322
 travelwise@surreycc.gov.uk

Thurrock Council
 Denise Langan 01375 652216
 West Sussex County Council
 Ian Patrick 01243 777161

SCOTLAND

Aberdeen City Council
 Derrick Murray 01224 522618
 Angus Council
 Pat Coutts 01307 473547
 Dundee City Council
 Ian Sherriff 01382 433516
 City of Edinburgh Council
 David Fairhurst 0131 200 3000
 Falkirk Council
 Annie Carruthers 01324 504820
 Fife Council
 David Kennaird 01592 413107
 Glasgow City Council
 Elaine Barry 0141 287 9373
 Highlands Council
 Cameron Kemp 01463 702612

NORTHERN IRELAND

Antrim Borough Council
 Owen Cormican 028 9446 3113
 Belfast City Council
 Damien Martin 028 9037 0334
 Carrickfergus Borough Council
 Jean Stewart 01960 351192
 Down District Council
 Ken Douglas 02844 610819
 Fermanagh District Council
 Gerry Knox 01365 321804

ANNEX B LOCAL AUTHORITY CONTACTS

WALES

Bridgend County Borough Council	
Richard Metford	01656 252520
Caerphilly County Borough Council	
Justin Cooper	01495 235339
Cardiff County Council	
Chris Pike	029 2087 2000
Carmarthenshire County Council	
John Porter	01267 224368
Conwy County Borough Council	
Robert Saxby	01492 235339
Vale of Glamorgan Council	
John Fox	01446 704670
City and County of Swansea Council	
David Whitehead	01792 636091

ACKNOWLEDGEMENTS

This Guide has been produced by Halcrow Fox part of the Halcrow Group (www.halcrow.com). We are grateful for the assistance in the preparation of this Guide to the following individuals and organisations:

Birmingham City Council
 Central Trains
 Centro
 Greater Manchester PTE
 Hugh McClintock, Nottingham University
 Nottingham City Council
 Trent Buses

The Government's Energy Efficiency Best Practice Programme provides impartial, authoritative information on energy efficiency techniques and technologies in industry, transport and buildings. The information is disseminated through publications, videos and software, together with seminars, workshops and other events. Publications within the Best Practice Programme are shown opposite.

Further information

For buildings-related topics please contact:
 Enquiries Bureau

BRECSU

Building Research Establishment
 Garston, Watford, WD2 7JR
 Tel 01923 664258
 Fax 01923 664787
 E-mail brecsuenq@bre.co.uk

For industrial and transport topics please contact:
 Energy Efficiency Enquiries Bureau

ETSU

Harwell, Didcot, Oxfordshire,
 OX11 0RA
 Fax 01235 433066
 Helpline Tel 0800 585794
 Helpline E-mail etbhelp@aeat.co.uk

Energy Consumption Guides: compare energy use in specific processes, operations, plant and building types.

Good Practice: promotes proven energy efficient techniques through Guides and Case Studies.

New Practice: monitors first commercial applications of new energy efficiency measures.

Future Practice: reports on joint R & D ventures into new energy efficiency measures.

General Information: describes concepts and approaches yet to be fully established as good practice.

Fuel Efficiency Booklets: give detailed information on specific technologies and techniques.

Energy Efficiency in Buildings: helps new energy managers understand the use and costs of heating, lighting etc.